



NEWS UPDATE

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Mounjaro Sales Dip as Semaglutide Generics Intensify Price War



Sales of Mounjaro (tirzepatide) have declined in India amid an intensifying price war in the GLP-1 segment, driven by the rapid rise of semaglutide generics. In March 2026, Mounjaro's sales dropped by around ₹20 crore month-on-month, reflecting growing competitive pressure. The decline follows the expiry of semaglutide patents in India, which has enabled multiple domestic players to launch low-cost generic versions, significantly undercutting branded therapies. Generic semaglutide is available at a fraction of the cost, leading to rapid adoption and increased market share, while forcing price adjustments across the segment. Despite the dip, Mounjaro remains a leading therapy, but the market is now shifting toward greater affordability and accessibility, reshaping competition in the obesity and diabetes drug space.

Source:

<https://economictimes.indiatimes.com/industry/healthcare/biotech/pharmaceuticals/mounjaro-sales-dip-amid-price-war-as-semaglutide-generics-gain-ground/articleshow/130152530.cms>